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To cite an example, Xhelil Murr, the manager of the Sarande Cooperative Association, considered a profit of 18 leks on a kilogram of rice "quite normal," without stopping to think that if the profit were less, workers could buy more cheaply on the free market.

The laziness of financial administration chiefs in cooperatives was called another negative factor in the matter of profits. These chiefs did not even bother with financial problems, nor did they examine the balance sheets presented to them to ascertain the facts and take proper steps.

Cooperative directors were criticized for not taking the trouble to purchase as many agricultural and sheep products as possible. Instead they preferred to realize high profits on collecting and selling fewer items because the operation was simpler. For example, the Permet Cooperative mentioned earlier for its high profits, fulfilled only 78 percent of the 1951 collection plan. The reason was that this cooperative did not try to reduce prices. It did not even try to reduce the costs involved in the purchase and sale of goods on the free market, although cost reduction is the complement of price reduction.

For optimum execution of the party measures to bring the people the best and the most consumer goods, cooperatives were urged to organize a systematic campaign to reduce prices, combat capitalistic tendencies toward high profits, make fair offers and profits, and organize an economic regime by reducing waste, transportation costs, and, above all, administrative expenses. A step in the right direction would be for the cooperatives and marketing sections in arrears to put into execution Order No 35 of the government, "On Measures to Increase Purchasing, Improve Agricultural and Sheep Products, and Expand Markets in Cities and Industrial Centers."

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